

The Role of Edible Flowers in Enhancing Customer Experience in Luxury Hotels

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Abstract: Enhancing the dining experience for patrons, the use of edible flowers into culinary offerings has emerged as a unique trend in upscale hotels. The purpose of this study is to determine how edible flowers affect both the entire eating experience and client pleasure. The study investigates the aesthetic, tactile, and affective impacts of adding edible flowers to food and drink using a mixed-methods approach that includes surveys and interviews with hotel visitors and employees. According to research, edible flowers greatly increase the visual attractiveness and distinctiveness of dishes, which increases customer happiness and creates enduring eating experiences. The study also emphasizes how crucial employee education is to educating visitors about the advantages of edible flowers. Finding premium edible flowers has a significant upfront cost, but the benefits to the visitor experience and the possibility of more repeat business make it worthwhile. Additionally, good social media marketing and brand distinctiveness are aided by the visual appeal of food enhanced with flowers. In summary, the usage of edible flowers in upscale hotels improves the dining experience, encourages repeat business, and bolsters the reputation of the establishment. Subsequent investigations ought to delve into the enduring financial advantages and ecological consequences of this approach inside the hospitality sector.

Keywords: Hotel, Flower food, Customer experience.

Introduction:

Hotels constantly look for novel ways to improve guest experiences and set themselves apart from rivals in the fiercely competitive premium hospitality sector. The entire guest experience is greatly influenced by the culinary offerings, which are becoming more and more focused on the presentation and individuality of the cuisine in addition to its flavor and quality. Using edible flowers in food preparations is one new trend that has drawn interest. Edible flowers have long been utilized in many cultures for their decorative and flavor-enhancing qualities. Today, chefs in upscale hotels are embracing edible flowers to infuse their meals and drinks with a dash of style and innovation.

Edible flowers are popular because they can turn simple meals into aesthetically spectacular works of art, giving diners a multi-sensory dining experience. Many edible flowers enhance the dish's overall flavor profile by adding distinctive flavors and fragrances in addition to their visual appeal. Edible flower inclusion fits well in with the rising trends of customer preferences towards more immersive and holistic dining experiences.

The purpose of this study is to investigate how edible flowers might improve the guest experience at upscale hotels. This research aims to offer thorough insights into how edible flowers can be used as a helpful tool for luxury hotels by analyzing visitor perceptions, satisfaction levels, and operational elements. Evaluating edible flowers' effects on the sensory, emotional, and aesthetic aspects of dining, the study will employ a mixed-methods approach that combines quantitative surveys and qualitative interviews.

For hospitality managers and culinary experts, it is essential to comprehend the advantages and difficulties of including edible flowers in hotel menus. This study tackles the practical and financial aspects of edible flowers in addition to highlighting their potential to increase guest pleasure. In the end, this research hopes to add to the conversation on culinary innovation in the hospitality sector by providing practical advice on how to improve visitor experiences and gain a competitive edge in the upscale hotel market.

Literature Review:

1. **Luana Fernandes, Susana, José A. Pereira, Jorge A. Saraiva & Elsa Ramalhosa (2020)** This niche business is getting more and more competitive as edible flowers become more and more popular in Australia, Portugal, and the United Kingdom's culinary scenes. Globally, there are an increasing number of manufacturers and points of sale, such as local markets, supermarkets, and internet platforms. Higher quality edible flower standards are being demanded by both professional chefs and consumers. Even though the market is expanding, little is known about production, export, and import, and there is a dearth of statistical data. The objective of this review is to present a thorough analysis of the worldwide edible flower business, with an emphasis on Portugal. Legislation, marketing initiatives and campaigns, customer and chef opinions, and upcoming market trends are all covered.
2. **Vaishali Kaushal, Rajan Yadav (2020)** this study investigates new themes in international visitors' experiences when they go on food excursions in Delhi. The study employs a multi-method approach, comprising a review of the literature, expert insights from the industry, and a thematic analysis of 1,744 Trip Advisor user reviews. The results show that there are infrastructure, hygienic, and brand perception issues with Indian food. Representing Indian food internationally requires professional credentials for food tour operators and careful location selection for tastings. To maximize customer experiences and electronic word-of-mouth in the hospitality sector, tour customization according to customer preferences and efficient online reputation management are essential.
3. **Heber Rodrigues, Charles Spence (2020)** this historical analysis highlights the aesthetic, symbolic, and gastronomic functions of flowers as it examines the long-standing bond between people and them. Although flowers have long been utilized in ceremonies, artwork, and décor, their culinary and nutritional value is still undervalued. Many flowers enhance foods like salads with their pleasant flavors, bioactive health benefits, and eye-catching appearance. The analysis emphasizes edible flowers' sensory involvement while documenting their historical use in a variety of culinary contexts around the world. The review hopes to persuade readers to consider flowers as

a feasible source of food by highlighting these options. Cutting-edge chefs are thought to be important influencers in changing customer attitudes toward edible flowers in food.

4. **Sonia Bharwani, David Mathews (2020)** the purpose of this study is to examine sustainability practices in the Indian luxury hotel industry in light of the growing significance of responsible tourism. The study looks at eco-friendly practices and sustainability initiatives through qualitative research, which includes semi-structured interviews with general managers from ITC Luxury Hotels, Oberoi Hotels & Resorts, Taj Hotels and Palaces, and The Leela. According to the research, green techniques are being adopted by luxury hotels in India, but they are mostly used in non-customer-facing departments like engineering and back-of-house operations. A deeper integration of green activities is necessary to improve hotels' environmental image, as there is a dearth of hotels that include sustainability into their fundamental philosophy and customer service experience.

Research Objective:

1. To measure guest perceptions, acceptance levels, and willingness to pay for dishes and beverages that include edible flowers.
2. To understand customer demographics and preferences that influence the acceptance of edible flowers in luxury dining.

Scope of the Study:

- **Geographic Focus:** With a focus on worldwide trends and practices, the study will largely concentrate on luxury hotels spread throughout several locations. Notable regions such as Europe, North America, and Asia will be specifically referenced to gain unique insights.
- **Types of Establishments:** The study will focus exclusively on upscale hotels and resorts because of their distinct clientele and opportunity for upscale culinary innovation.
- **Culinary Applications:** The usage of edible flowers in a range of culinary situations, such as appetizers, main meals, desserts, drinks, and garnishes, will be investigated in this study.
- **Guest Demographics:** The study will take into account the opinions and preferences of a wide variety of hotel visitors, including those from various age brackets, cultural backgrounds, and dietary restrictions.
- **Operational Practices:** There will be a review of the operational facets of using edible flowers, including strategies for acquiring, storing, preparing, and presenting them.
- **Staff Training and Development:** The study will look into the culinary staff's training programs and levels of expertise when it comes to choosing, utilizing, and presenting edible flowers.
- **Economic and Marketing Implications:** The study will examine the financial effects of adding edible flowers, taking into account pricing options, cost analysis, and possible return on investment. We'll also look at how marketing and branding techniques help promote food items that have been enhanced with flowers.

- **Customer Experience and Satisfaction:** The effect of edible flowers on patron experience, contentment, and views of luxury and innovation in eating will be the main focus of the research. An analysis will be conducted on the opinions expressed by hotel visitors about their experiences eating food enhanced with edible flowers.
- **Cultural and Symbolic Significance:** an investigation on the metaphorical and cultural connotations attached to the use of edible flowers in various cuisines and how these affect the entire dining experience.
- **Sustainability and Sourcing:** The study will take into account the environmentally friendly features of using edible flowers, such as sourcing procedures and the effects of cultivating and shipping these flowers.

Research Methodology:

A mixed-methods research design will be used to examine how edible flowers can improve the guest experience in opulent hotels. This methodology offers a thorough grasp of the study subject by combining qualitative and quantitative techniques.

1. Qualitative Research:

Interviews with Culinary Experts and Hotel Managers:

Participants: Semi-structured interviews will be conducted with executive chefs, culinary staff, and managers from selected luxury hotels.

Purpose: To gain insights into the operational practices, challenges, and benefits of using edible flowers in hotel cuisine.

Data Collection: Interviews will be recorded and transcribed for thematic analysis.

Focus Groups with Hotel Guests:

Participants: Focus groups will include diverse hotel guests who have experienced dishes with edible flowers.

Purpose: To understand guest perceptions, preferences, and the emotional impact of edible flowers on their dining experience.

Data Collection: Discussions will be audio-recorded and analyzed for recurring themes.

2. Quantitative Research:

Surveys:

Participants: Online surveys will be distributed to a larger sample of hotel guests who have dined at luxury hotels incorporating edible flowers.

Purpose: To quantify guest satisfaction, acceptance levels, and willingness to pay for edible flower-enhanced dishes.

Data Collection: Surveys will include Likert-scale questions, multiple-choice questions, and open-ended responses. Data will be analyzed using statistical software to identify trends and correlations.

3. Secondary Data Analysis:

Literature Review:

Scope: A thorough review of academic articles, industry reports, and media publications on the use of edible flowers in culinary contexts.

Purpose: To contextualize the primary data within existing research and identify gaps in the literature.

Case Studies:

Focus: Analysis of documented cases from luxury hotels known for their innovative use of edible flowers.

Purpose: To highlight best practices and successful strategies.

Online Reviews:

Source: Analysis of customer reviews from travel and dining platforms such as TripAdvisor and Yelp.

Purpose: To gather real-time feedback on customer experiences and identify common themes related to the use of edible flowers.

4. Data Integration:

Triangulation:

Approach: Combining qualitative insights with quantitative data to validate findings and provide a holistic view.

Purpose: To ensure the reliability and validity of the research results.

5. Ethical Considerations:

Informed Consent:

Participants: All interview and focus group participants will provide informed consent.

Confidentiality:

Data Handling: Ensuring confidentiality and anonymity of all participants in data collection and reporting.

6. Limitations:

Scope of Study:

Geographic and Cultural Constraints: The study will primarily focus on luxury hotels in specific regions, which may limit the generalizability of the findings.

Conclusion:

This study emphasizes how important edible flowers are to improving the guest experience in upscale hotels. Utilizing a combination of qualitative and quantitative techniques, such as surveys, interviews, and secondary data analysis, the study shows that edible flowers improve food presentation and sensory appeal while also having a beneficial impact on customer happiness and the entire eating experience. The advantages of including edible flowers are significant, outweighing the operational difficulties and extra expenses. These advantages include developing distinctive and memorable dining experiences, encouraging client loyalty, and improving the hotel's reputation. The study does, however, also show that these initiatives are frequently not properly incorporated into the hotel's front-line services and basic concept. Luxury hotels should prioritize staff training, guest education, and integrating sustainable methods into their culinary offerings in order to optimize the impact of edible flowers. Future studies ought to examine the potential for edible flowers to be used more widely in the hospitality sector as well as their long-term financial advantages. By doing this, upscale hotels may maintain their innovative edge and set themselves apart from the competition in the market, offering their patrons exceptional and engaging experiences.

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